



Social Media Marketing: Application of Electronic Word Of Mouth (Wom) and Content Marketing on Edutech Platform Digital Marketing

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ABSTRACT: Technological advancements support the expansion of Indonesian companies that offer digital platforms. The growth of start-up businesses is causing a rise in demand for digital professionals. A further factor driving up demand for skilled IT (information and technology) personnel is the digitization of all business sectors. The present labor market is not meeting the demand for skilled digital professionals. It's predicted that there will be a growing demand for IT-savvy employees every year. Due to the current high need for IT (information and technology) professionals, a great number of new companies in the Edutech or education technology space have emerged to assist employees in advancing their IT-related abilities. Edutech platforms are vying with one other to launch their offerings and draw in customers. Social media advertising is one of the marketing techniques used by different edutech platforms. Social media promotion techniques can be executed through the use of content marketing and electronic word of mouth (E-WOM). According to the research findings, Electronic Word of Mouth (E-Wom), which provides information about services from the application with the highest score of 90%, can have an impact on respondents' decisions to use the edutech platform. A content marketing approach can also be used for digital media marketing. With an 81% score, informative material came in top. The study's findings also demonstrate that the choice to adopt an edutech platform was made because, with an 88% score, the platform's indicators offered accurate and comprehensive teaching.

Keywords- Social Media Marketing ; E-WOM; Content Marketing; Edutech, Usage decisions

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I. Introduction

Technological advancements support the expansion of Indonesian companies that offer digital platforms. In Indonesia, a wide range of start-up businesses have evolved to meet diverse requirements. There are currently a lot of startup businesses in Indonesia, including e-wallets, travel, health, and education, as well as e-commerce. Startups that provide different conveniences for people in acquiring daily essentials rely on certified information technology infrastructure to support their operations. A few new companies have been successful in transforming the conventional corporate environment into an online one.

The growth of start-up businesses is causing a rise in demand for digital professionals. The digitization of all corporate sectors is driving up demand for qualified IT (Information & Technology) professionals. The current job market is not meeting the demand for skilled digital professionals. It is anticipated that the demand for IT-savvy workers will only grow yearly. It is anticipated that the IT (Information & Technology) sector would require 1,500,000 people by 2025.

Due to the numerous demands placed on IT (information and technology) professionals today, a large number of new companies in the Edutech, or education technology, sector have emerged to support workers in advancing their IT-related abilities. Edutech startups bring different learning approaches more successfully and quickly. Edutech platforms have become more prevalent in Indonesian society as a result of the country's extensive use of social media. The following conclusions were drawn from survey data about internet users' behavior that was gathered by the Indonesia Survey Center (ISC) and the Indonesian Internet Service Providers Association (APJII):

Most visited educational platform :

Digital library : 5,59%

Online education training platform : 9,94 %

Educational blog : 15,05 %

University website : 19,7 %

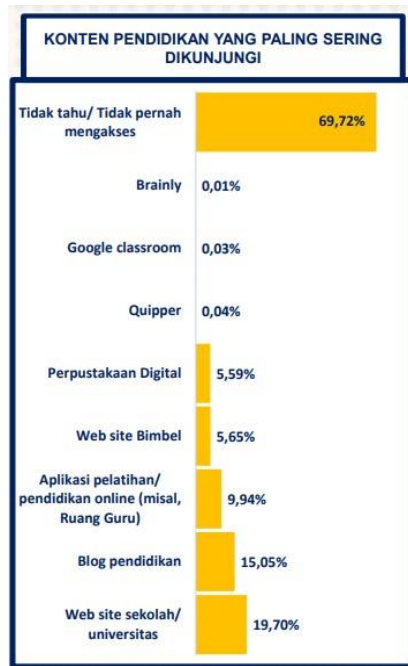


Figure 1 Educational Content that is Often Accessed in Indonesia

Source: Secondary Data, APJII 2022

It may be inferred from the survey data above that 9.94% of Indonesian internet users obtain public services through online training and education. In Indonesia, there are several EdTech (Education Technology) platforms such as Myskill.id, Udemy, Luar Sekolah, Technasia Edu, Kelas.com, and Skill Academy.

Traffic & Engagement

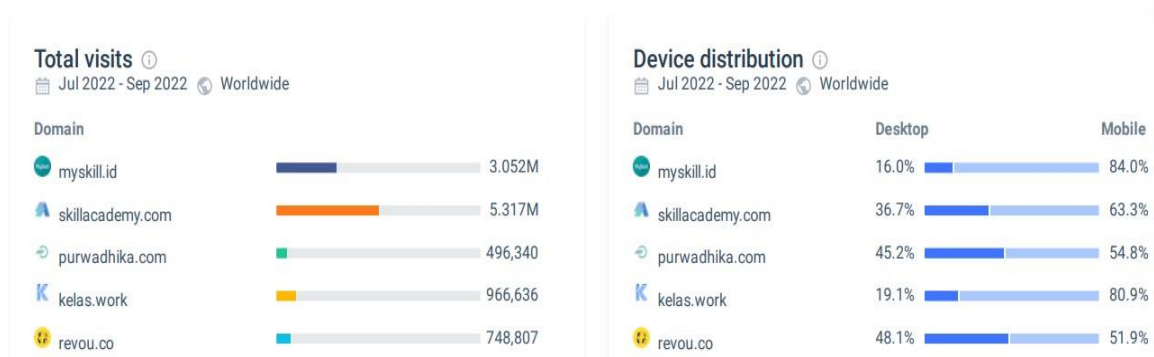


Figure 2 Traffic & Engagement Comparison With Competitors

Source: Primary Data Processed With Similarweb.com

In Indonesia, competition for edutech platforms is growing. According to a Similarweb.com poll, the most popular platform is Skillacademy, which is followed by Myskill.id, class.work, and Revou.co.

In Indonesia, edutech platforms are vying with one another to market their products and draw clients. Social media advertising is one of the marketing techniques used by different edutech platforms. Indonesia has a large population of social media users, which makes it a useful country for communication and information sharing.

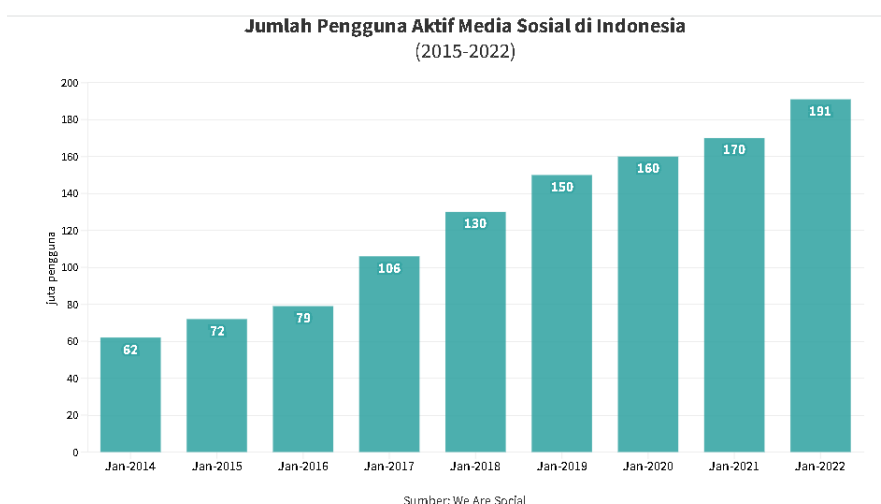


Figure 3. Number of Active Social Media Users in Indonesia
Source: Indonesia.id data, 2022

Social media is growing in popularity as a platform for communication and information sharing. Since people prefer to build relationships through communication, word-of-mouth advertising about goods and services has a higher chance of being believed. Furthermore, electronic word of mouth refers to the manner that word of mouth has changed with the times through electronic media. E-WOM is any comment, whether favorable or unfavorable, derived from the opinions of current and past customers of a product that is accessible to a large online audience (Hennig-Thurau, et al., 2004). Because the E-WOM method is implemented in cyberspace, where information can be readily disseminated to all social media users, it is thought to be even more effective.

According to Rufaida's research from 2021, there is a strong and favorable correlation between E-WOM and purchase decisions. This implies that the presence of customer reviews will boost the trust of prospective customers to make purchases. This is consistent with studies by Ayu et al. (2022) showing that E-WOM influences decisions to buy favorably.

Social media promotion can be achieved not only with E-Wom but also with the creation of marketing content. material marketing is the process by which a company develops, distributes, and arranges original material to draw in and keep consumers, establish a reputable or high-quality brand, and encourage behavioral changes in them.

Reference

Electronic Word of Mouth (E-Wom)

One component of the marketing communication mix is word-of-mouth marketing, which is any oral, written, or electronic communication between people about the benefits or experience of purchasing or utilizing a good or service.

According to Kietzmann and Canhoto (2018), electronic word of mouth is a remark that results from favorable, neutral, or unfavorable experiences that prospective customers have had with businesses, brands, services, or products that are produced and disseminated through online media.

Electronic word of mouth (E-WOM), according to Hennig-Thurau et al. (2018), is a type of marketing communication that includes testimonials—both positive and negative—from past or present customers regarding a company or product. These testimonials are made available online to a large number of individuals or organizations.

Electronic Word of Mouth Indicator

In order to gauge the impact of electronic word-of-mouth, Goyette et al. (2010) used the following indicators:

1. Intensity

Intensity in electronic word of mouth refers to the suitability of users on social networking sites to share information, engage in user interactions, and express opinions. The following are intensity indicators:

- How often you get information from social media;
- How often you communicate with other people on social media.
- The quantity of evaluations posted by social media users.

2. Content

Social networking sites' informative content on goods and services is referred to as content. The following are some examples of content indicators:

- a. Product selection information;
- b. Product quality information;
- c. Price information;
- d. Transaction security and internet networking site information.

3. Valence of Opinion

Value of Opinion refers to a customer's interest in a product expressed by their decision to buy it based on suggestions and views from other customers. The following is the Valence of Opinion Indicator:

- a. Positive comments from users of social networking sites
- b. Negative comments from users of social networking sites
- c. Recommendations from users of social networking sites

Content Marketing

Knowing how to use content marketing, Kotler (2017) defines content marketing as a marketing approach that involves organizing, producing, and disseminating material that can draw audiences in line with marketing goals and persuade them to become clients.

Indicators of content marketing Karr (2016) states that in order to assess content marketing, businesses should look for five indicators:

1. Reader cognition: In order to reach all readers, it is necessary to ask customers about the company's content and find out if they find it easy to understand and interact with visually, aurally, and kinesthetically.
2. Sharing motivation: In order to expand the company's consumer base on social media, knowledge dissemination is crucial. Companies publish content for many different purposes, including brand building, valuation growth, and market share expansion.
3. Persuasion: the process by which businesses draw in audiences with material that inspires them to buy from them.
4. Decision making, everyone is capable of making decisions, and throughout this process, their level of trust in a firm may have an impact.
5. Factor: Additional factors, including friends or relatives, might also impact the content that is provided.

Purchasing Decisions

In this instance, the theory pertaining to purchasing decisions and the usage decision are comparable or equal. According to Peter and Olson (2019), making a usage decision involves integrating knowledge, weighing multiple options, and selecting one. A cognitive decision that demonstrates behavioral intentions is the end product of the integration process. Simply said, behavioral intention is a strategy to engage in one or more acts. Kotler and Keller (2017) claim that consumer behavior, which is the study of how people, groups, and organizations select, acquire, use, and satisfy their needs and desires through products, services, concepts, or experiences, includes consumer purchasing decisions.

The explanation provided above leads one to the conclusion that choosing which option to utilize involves weighing interests and choosing from a range of options to find the one that is seen to be the most profitable.

Employing Decision-Making Indicators

The following are the usage decision indicators related to Fajrin (2020):

1. Benefit

A consumer's perception of the degree to which he will profit from a specific product is known as perceived benefit.

2. Quality of Information

general opinions of customers regarding the fullness and accuracy of product-related information.

3. Security

How well a user comprehends the degree of security measures put in place determines how secure they feel when using an application.

4. Interaction

Interaction, also referred to as reciprocity, throughout the product's use

5. Performance

Productivity in use

Method

This study employed quantitative research methods in conjunction with associative research methodology.

Finding the association between two or more variables is the goal of associative research (Sugiyono, 2018). The following actions need to be taken at each stage of the activity's implementation:

a. Data Collection

The information and data used are secondary and primary data collected from respondents and organized or created using sequence grouping data.

b. Calculation and Processing

The gathered data and information is analyzed, tabulated, and categorized according to several indications of content marketing and social media promotion.

c. Data Analysis

Processing and tabulating data and information allows for deeper and better data analysis.

The study's variables are listed below.:

Table 1. Operationalization Research variable

Variable	Indicator	Size	Scale
<i>Electronic Word of Mouth</i>	Intensity	1. Frequency of information from social media	Ordinal
		2. Frequency of interaction with social media users	
		The number of reviews written by social media users.	
	Content	1. Service selection information	Ordinal
		2. Service quality information	
		3. Information about promotions offered	
		Information regarding the security of the services provided	
Opinion (<i>Valance of Opinion</i>)	Positive comments from application users	Ordinal	
	1. Recommendations from application users		
<i>Content marketing</i>	<i>Reader cognition</i>	Clarity of information	Ordinal
		Easy to remember	
	<i>Sharing motivation</i>	Informative content	Ordinal
		Brand identity	
	<i>Persuasion</i>	Content builds trust	Ordinal
		Interesting and liked content	
		Content consistency	
	<i>Decision making</i>	Motivating content	Ordinal
		Encourage interest	
	<i>Factors</i>	Content provides benefits	Ordinal
	Purchasing decisions	Benefit	1. Application provides training options
The application provides additional insight			
Information Quality		1. The application provides correct and complete training	Ordinal
		The application provides complete information	
Security		1. Application implements security measures to protect users	Ordinal
		Users feel safe using the features in the application	
Interaction		1. Fast application loading (<i>loadtime</i>)	Ordinal
		Responsive customer service provides information related to products/services	
Efficiency		Cost saving application	Ordinal
		Ease of payment methods	

The population in this research are students, residents of the city of Bogor, users of edutech platform. Sampling techniques using the purposive sampling method with the following criteria:

- i. Respondents live in the city/district of Bogor
- ii. Student educational status
- iii. Have used edutech platform

This research uses descriptive analysis data processing methods. Descriptive analysis is data analysis that is used by describing or illustrating the data that has been collected as it is without intending to draw conclusions that apply generally. The initial stage in descriptive analysis is to determine the smallest – largest weight, using a score of 1-5, as is the Likert scale weighting used in the questionnaire. This is then done by determining the interval scale range and looking for the average of the respondent’s answers, which is estimated to represent the data values in the group. The following is the formula for calculating the scale range:

$$\text{Total Respondents Responses} = \frac{\text{Total score of respondents/ answers}}{\text{High score of respondents}} \times 100\%$$

Table 2. Descriptive Analysis Scale Range

Results Interpretation Criteria	Information
0% -20%	Strongly Disagree/Very Poor/Very Low
21% -40%	Disagree/Poor/Low
41 -60%	Netral
61% -80%	Agree/Good/Low
81% -100%	Strongly Agree/Very Good/Very High

II. Result

Electronic Word of Mouth (E-Wom)

Electronic word of mouth is a statement derived from positive, neutral, or negative experiences obtained by potential customers about services, products, companies or brands created and disseminated through internet media. The results of the survey on Electronic Word of Mouth (E-Wom) on the decision to use edutech applications are shown in the following table:

Dimensions	Indicator	Response Frequency					Score	%
		Strongly Disagree (1)	Disagree (2)	Netral (3)	Agree (4)	Strongly Agree (5)		
Intensity	Frequency of information from social media	0	2	6	39	53	443	89%
	Frequency of interaction with social media users	8	35	14	32	11	303	61%
	The large number of reviews written by social media users	18	25	12	30	15	299	60%
Content	Service selection information	0	6	3	24	67	452	90%
	Service quality information	1	3	9	45	42	424	85%
	Information about promotions offered	0	2	4	41	53	445	89%
	Information regarding the security of the services provided	1	6	3	58	32	414	83%
Opinion	Positive comments from application users	18	23	13	19	27	314	63%
	Recommendations from application users	15	27	8	28	22	315	63%

In the table above, it can be seen that the information disseminated regarding services from the application received the highest score of 90%. Edutech is an application that provides training services related to technology education. The services provided vary depending on the type of training chosen. Consumers need to know the types of training services available. Information related to training services needs to be disseminated on various digital platforms.

The indicator with the next highest score is the frequency of information on social media and promotions offered with a value of 89%. To build E-Wom on social media, an intense frequency of information

dissemination needs to be carried out by edutech platforms on various social media. E-WOM will be formed because the audience often sees the information being shared. E-wom will also happen due to attractive promotional offers. Audiences will spread information when they see interesting promotional programs. Edutech platforms need to create attractive promotions related to the services provided and share them regularly on their social media.

Indicators regarding service quality information also received a fairly high score with a value of 85%. Consumers' decisions to use an edutech application can be encouraged by seeing service quality information shared by internet users. Edutech service providers need to explain the quality of the services provided in terms of the type of training, materials, resource persons, available features and various other services.

Content Marketing

Content marketing is a marketing strategy carried out by planning, creating and publishing content that can attract audiences according to marketing targets, which then encourages them to become customers. The results of a survey regarding *content marketing* on decisions to use edutech applications are shown in the following table:

Dimensions	Indicator	Response Frequency					Score	%
		Strongly Disagree (1)	Disagree (2)	Netral (3)	Agree (4)	Strongly Agree (5)		
<i>Reader cognition</i>	Clarity of information	1	16	22	46	15	358	72%
	Easy to remember	0	24	12	43	21	361	72%
<i>Sharing motivation</i>	Informative content	0	6	11	56	27	404	81%
	Brand identity	0	9	17	54	20	385	77%
<i>Persuasion</i>	Content builds trust	0	13	31	37	19	362	72%
	Interesting and liked content	1	11	17	57	14	372	74%
	Content consistency	0	11	19	52	18	377	75%
<i>Decision making</i>	Motivating content	1	13	19	54	13	365	73%
	Encourage interest	0	9	11	53	27	398	80%
<i>Factors</i>	Content provides benefits	0	16	25	44	15	358	72%

Based on the survey results, it can be seen that informative content received the highest score with a value of 81%. Various existing edutech platforms need to share informative content related to the services offered. Information regarding subscription fees, payment methods, promotional programs available, types of training, quality of training provided are some examples of content marketing material that can be shared. The audience will be able to understand the benefits gained from subscribing to an edutech platform. Informative content can encourage audiences to decide to use the edutech platform.

The indicators with the next highest value are content consistency and brand identity with values of 75% and 77% respectively. Every edutech platform needs to clearly communicate brand identity and service excellence. This information needs to be shared consistently so that the audience gets enough knowledge regarding the various edutech platforms available and can compare one with another. Promotion of edutech platforms consistently on various digital media will be able to encourage consumer decisions to use edutech platforms.

Purchasing Decisions

The decision to use is an integration process used to combine knowledge and evaluate two or more alternatives and choose one of them. The research results show that the decision to use the edutech application is as follows:

Dimensions	Indicator	Response Frequency					Score	%
		Strongly Disagree (1)	Disagree (2)	Netral (3)	Agree (4)	Strongly Agree (5)		
Benefit	The app provides training options	0	7	22	43	28	392	78%
	The application provides additional insight	3	2	7	45	43	423	85%
Information quality	The application provides correct and complete training	0	4	8	33	55	439	88%
	The application provides complete information	1	2	4	66	27	416	83%
Security	The application implements security measures to protect users	3	5	7	60	25	399	80%
	Users feel safe using the features in the application	2	0	3	68	27	418	84%
Interaction	Fast application loading (<i>loadtime</i>)	24	57	11	5	3	206	41%
	Responsive customer service provides information related to products/services	0	7	5	70	18	399	80%
Efficiency	Cost saving application	3	7	4	55	31	404	81%
	Ease of payment methods	0	4	8	45	43	427	85%

In the decision variable to use the edutech platform, the indicator of the application providing correct and complete training received the highest score of 88%. The edutech platform is a business in digital media with a core product of technology education training services. Consumers will decide to use an edutech platform when they get clear information regarding the training they will receive.

The application indicator providing additional insight obtained the next highest score with a value of 85%. Consumers need to be assured that the training they will participate in can provide additional useful insight and skills. Consumers hope that the insights they gain will be useful as provisions for them entering the world of work. In addition, the ease of payment methods also obtained the same value of 85%. Easy and varied payment methods are currently an important consideration for many consumers when deciding to use a digital application. Edutech platforms need to present payment method options.

One indicator that many consumers consider when using a digital application is a sense of security. Consumer data leaks, systems being hacked by hackers are currently growing issues when using digital media. The results of the research show that respondents' decision to use the edutech platform is a feeling of security in using the application. This indicator obtained a fairly high value of 84%. Edutech platforms need to prepare a stable and safe system for users.

III. Conclusion

Technological developments encourage the growth of digital platform providers in Indonesia. The demand for quality IT (Information & Technology) human resources is getting higher because all business sectors are digitizing. Seeing the many needs of IT (Information & Technology) workers today, it has caused many new startups to emerge in the field of Edutech or Education Technology to help workers develop skills in the IT field. The competition of edutech platforms encourages service providers to attract the attention of consumers. Promotional efforts that can be done in marketing through digital media.

The research results show that respondents' decisions to use the edutech platform can be influenced by Electronic Word of Mouth (E-Wom) which contains information related to services from the application with the highest score of 90%. Marketing through digital media can also be done with a content marketing strategy. Informative content received the highest score of 81%. The results also showed that the decision to use an edutech platform because the platform indicator provides correct and complete training with a value of 88%.

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